

Airings Database Structure

Channel-Week	Day of Week	Start Time	SeriesEpisode
CH1-W1	Monday	8:00 pm	A1
CH1-W1	Tuesday	8:00 pm	B1
CH2-W1	Friday	10:00 pm	C1
CH1-W2	Monday	8:00 pm	A2
CH1-W2	Tuesday	8:00 pm	B2
CH1-W2	Wednesday	9:00 pm	B3
CH2-W2	Friday	10:00 pm	C2
CH1-W3	Thursday	9:00 pm	B4
CH3-W3	Friday	10:00 pm	C2
CH1-W4	Monday	8:00 pm	A3
CH1-W4	Tuesday	8:00 pm	B5
CH2-W4	Friday	10:00 pm	C3
CH2-W4	Saturday	12:00 pm	C1
CH2-W4	Saturday	1:00 pm	C2
CH2-W4	Saturday	2:00 pm	C3
CH3-W4	Wednesday	7:00 pm	D1

FIG. 1



Series Scheduling Expectation (SSE) Database Structure,  
based on weeks 1-4 of FIG. 1

Channel	Day of Week	Start Time	Series
CH1	Monday	8:00 pm	A
CH1	Tuesday	8:00 pm	B
CH2	Friday	10:00 pm	C
CH3	Wednesday	7:00 pm	D

FIG. 2

Series Scheduling Expectation (SSE) Database Structure,  
based on weeks 1-3 of FIG. 1

Channel	Day of Week	Start Time	Series
CH1	Monday	8:00 pm	A
CH1	Tuesday	8:00 pm	B
CH2	Friday	10:00 pm	C

FIG. 4

Deviation Database Structure for weeks 1-4, based on the SSE Database Structure of FIG. 2

Channel-Week	Day of Week	Start Time	Series/Episode	Deviation Type
CH1-W2	Wednesday	9:00 pm	B3	Series Expansion (SE)
CH1-W1	Monday	8:00 pm	A	Series Preemption (SP)
CH1-W3	Thursday	9:00 pm	B4	Series Move (SM)
CH3-W3	Friday	10:00 pm	C2	Series Move (SM)
CH2-W4	Saturday	12:00 pm	C1, C2, C3	Series Marathon (MA)

FIG. 3

Deviation Database Structure for week 4, based on the SSE Database Structure of FIG. 4

Channel-Week	Day of Week	Start Time	Series/Episode	Deviation Type
CH2-W4	Saturday	12:00 pm	C1, C2, C3	Series Marathon (MA)
CH3-W4	Wednesday	7:00 pm	D1	Series Initiation (SI)

FIG. 5

Examples of Conditions

Condition	Description of Condition
1	Overriding Expected Time-Channel
2	<p>1) The TV series has aired on the reference time-channel no more than K weeks of N weeks preceding the reference week; and</p> <p>2) the TV series has aired on an alternate time-channel during M weeks of the N weeks, wherein:</p> <p>N is an integer that exceeds 1, K is an integer that is no less than 0, and M is an integer of at least 2 and greater than .50N truncated.</p>

FIG. 7

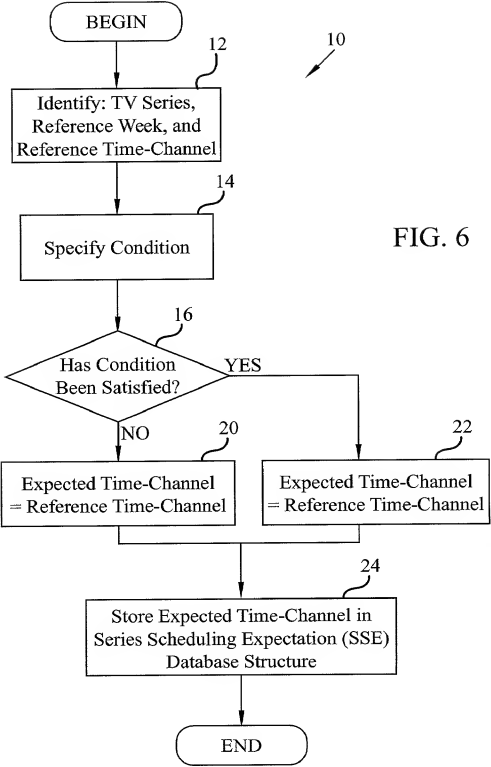


FIG. 6

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Examples of Combinations of N, K, and M  
for use with Condition 2 of FIG. 7.

N	K	M
2	0	1
3	0	2
4	0	3
5	0	4
6	0	5
7	1	6
8	1	7
9	1	8
10	1	9
11	1	9
12	1	10
13	1	11
14	1	12
15	1	13
16	1	14
17	1	15
18	1	16
19	1	17
20	2	18
25	2	22
30	3	27
35	3	32
40	4	36
45	4	40
50	5	45

FIG. 8

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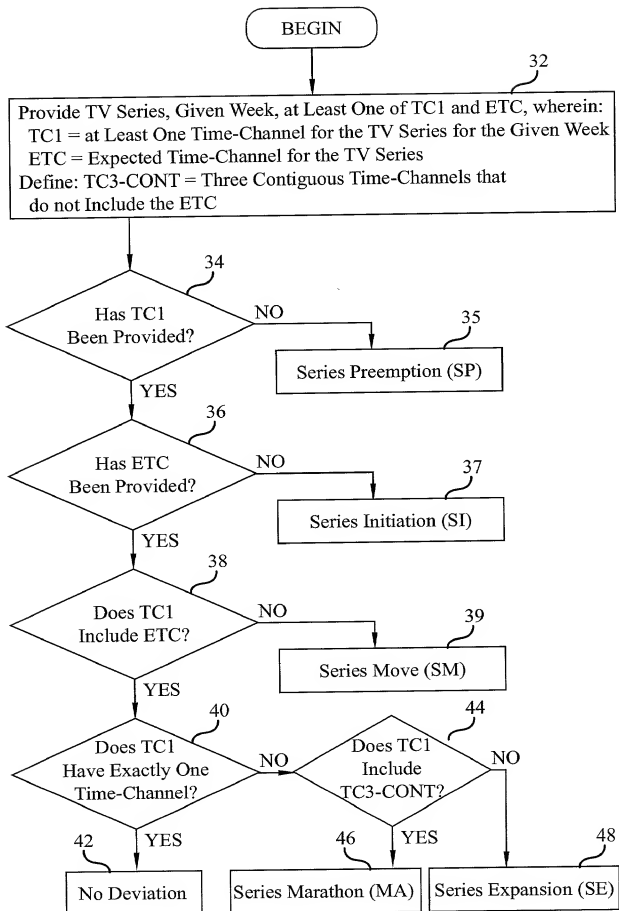


FIG. 9

Deviation Report in Column Format

<u>Title</u>	<u>Expected Week Day</u>	<u>Expected Week Time</u>	<u>Current Week Day</u>	<u>Current Week Time</u>	<u>Channel</u>
Gilmore Girls	Thursday	9:00 pm	Thursday	9:00 pm	WPIX
Who Wants to be a Millionaire	Thursday	10:00 pm	Thursday	10:00 pm	WTEN

FIG. 10

Deviation Report in Grid Format

Channel	8:00 pm	8:30 pm	9:00 pm	9:30 pm	10:00 pm
WPIX			Gilmore Girls		
WTEN	Who Wants to be a Millionaire				

FIG. 11



Deviation Report in Text Format

On Thursday, Gilmore Girls has moved to 9:00 pm. on WPIX  
and Who Wants to be A Millionaire has moved to  
8:00 pm on WPIX.

On Friday, The X-files will not be seen.

On Saturday, Modern Marvels will have multiple episodes  
starting at 10:00 am on The History Channel.

FIG. 12

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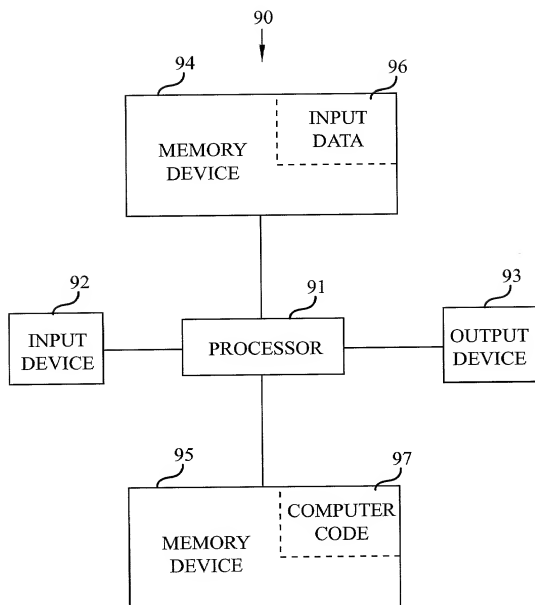


FIG. 13